

MARKET MANAGER CERTIFICATE PROGRAM

The Market Manager Certificate Program is a voluntary program designed by the Michigan Farmers Market Association to encourage farmers market managers to pursue leadership skills and professional development on topics essential to market management. Market managers are recognized with a certificate upon completion of the full program. This certificate offers acknowledgment to market organizers and vendors that the market manager is a trained professional.



REGISTRATION INFORMATION:

Certificates will be awarded to individuals who complete the full program, including all course assignments.

Registrations are fully refundable up to 14 days before the event. No refunds will be given after that date.

Register online at
<https://mifma.org/for-markets/mmcp/>
or call (517) 432-3381

Program Dates & Times:

The 2023 Market Manager Certificate Program will feature both a hybrid and fully virtual experience. The hybrid program will begin with two in-person sessions on **January 20 & January 21**, followed by seven webinars and will conclude on **February 18**. The virtual program will run from **January 4 to February 15** with twelve webinars spread across the program's duration. Webinars are streamed live on weekday evenings. The certification process will conclude with virtual presentations from full-program participants.

Full Program:

The full program includes either 2 in-person sessions, 7 webinars, and a final presentation or 12 webinars and a final presentation for a total of 32 educational hours. Cost: \$350. Full program registration closes January 2, 2023. Scholarships may be available.

Please contact MIFMA for application details at jenny@mifma.org or by calling (517) 432-3381.

Individual Webinars:

Anyone may attend webinars. Those attending individual webinars will receive an informative program and supporting resources, but will not receive a certificate.

Cost: \$20 for members of MIFMA and Taste the Local Difference.
\$50 for non-members.

Technology Requirements:

Participants need access to a computer with an Internet connection. Webinars are streamed live via Zoom and recorded for later viewing. Internet access is also required to access the platform used to share class resources, engage in discussions, and complete webinar quizzes.

MARKET MANAGER CERTIFICATE PROGRAM

Mission-Driven Market Management: January 4 (virtual) or January 20 (in-person)

Learn about the roles and responsibilities of a market manager and how to use a mission statement to guide your market.

Governance & Market Policies: January 9 (virtual) or January 20 (in-person)

Understand the different market governance structures and how to identify and engage market collaborators. Become proficient in building enforceable market policies that support your market's mission.

Conflict Management & De-escalation: January 11 (virtual) or January 21 (in-person)

Understand strategies to resolve conflict and communication styles that can help facilitate difficult conversations, including an introduction to the concept of de-escalation and how it can be applied.

Working with Vendors: Applications, Recruitment, Mix, & Placement: January 16 (virtual) or January 21 (in-person)

Learn techniques for successfully recruiting vendors and strategies to ensure the right mix of products and vendors placed within your market.

Supporting Diverse, Equitable, & Inclusive Farmers Markets: January 18 (virtual) or January 21 (in-person)

Explore the tools and skills a market manager needs to lead their market in being an equitable and inclusive space that reflects the diversity of the surrounding community.

LEARN MORE OR REGISTER:

<https://mifma.org/for-markets/mmcp/>

Learning Objectives

The Market Manager Certificate Program includes either 2 in-person sessions and 7 webinars or 12 webinars. Webinars are streamed live from 6:00 to 7:30 p.m. EST. on weekday evenings.

Data-Informed Decision Making & Documenting Market Operations: January 23

Learn methods for building institutional memory. Understand how data collection, Rapid Market Assessments, and standard operating procedures can set your market up to outlast changes in leadership.

Earning & Managing Financial Support for Your Market: January 25

Become familiar with financial record keeping and accountability practices specifically related to farmers markets, learn simple strategies for writing successful grant proposals, and explore ways to earn financial support for your market including vendor fees, fundraising, and sponsorships.

Managing Risk at the Farmers Market: January 30

Understand the steps you can take to recognize and evaluate risks, and prepare for emergency situations.

Food Safety: Michigan Licensing & Regulations for Farmers Markets & Vendors: February 1

Learn state licensing requirements and regulations that farmers markets and vendors must follow.

Food Assistance Programs & Working with Volunteers: February 6

Learn about food assistance benefits farmers markets can accept and the process for participating in those programs. Explore successful volunteer recruitment, management, and recognition strategies.

Farmers Market Outreach & Marketing: February 8

Identify the different audiences that you need to communicate with about your market and explore strategies and tools to reach these audiences in a scale and budget appropriate way.

Planning for Events & Entertainment: February 13

Learn how to plan for events and entertainment, including special licenses required for some promotions and activities.

Course Assignments:

In completing the course work for this program, participants will:

- Develop a presentation on a topic relevant to their farmers market that includes a personal profile and a market profile
- Complete quizzes to evaluate comprehension of webinar topics
- Reflect on the lessons learned from this course through the use of online discussion boards
- Practice presenting to an audience about a topic of current relevance to your market on February 15 or 18